

# CACHE COUNTY TOURISM PROFILE

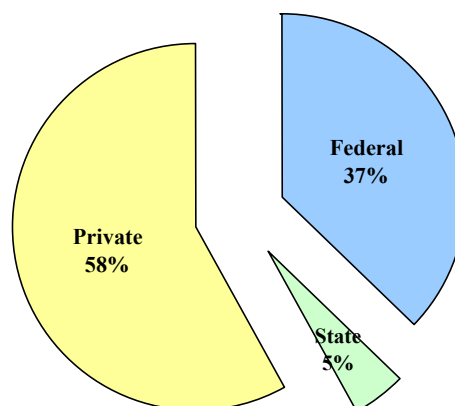
| County Indicator                             | 1997      | 1998      | 1999      | 2000      | 2001(o)   | 2001(n)   | 2002      | % Change<br>2001-2002 | State<br>Ranking |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------------------|------------------|
| <b>DEMOGRAPHIC</b>                           |           |           |           |           |           |           |           |                       |                  |
| Population                                   | 88,002    | 89,866    | 90,299    | 91,391    | 92,111    |           | 93,695    | 1.7%                  | 6                |
| Total Non-Ag Employment                      | 38,918    | 40,255    | 41,171    | 41,838    | 42,602    |           | 42,988    | 0.9%                  | 5                |
| Non-Ag Avg Monthly Wage                      | \$1,650   | \$1,693   | \$1,781   | \$1,807   | \$1,862   |           | \$1,933   | 3.8%                  | 17               |
| Per Capita Income                            | \$16,774  | \$17,612  | \$18,057  | \$18,487  | \$19,365  |           | \$19,531  | 0.9%                  | 15               |
| Unemployment Rate                            | 2.5%      | 3.1%      | 2.7%      | 2.5%      | 3.2%      |           | 4.3%      | 1.1%                  | 2                |
| <b>SPENDING &amp; EMPLOYMENT</b>             |           |           |           |           |           |           |           |                       |                  |
| Spending by Travelers (Millions)             | \$70.9    | \$74.5    | \$75.7    | \$76.8    | \$72.8    | \$46.7    | \$46.7    | 0.0%                  | 12               |
| Travel & Tourism Related<br>Employment       | 1,302     | 1,379     | 1,419     | 1,454     | 1,449     | 2,161     | 2,185     | 1.1%                  | 7                |
| <b>TOURISM TAX REVENUES (000s)</b>           |           |           |           |           |           |           |           |                       |                  |
| Local Tax Revenues from<br>Traveler Spending | \$1,474.5 | \$1,550.2 | \$1,574.8 | \$1,597.5 | \$1,515.0 | \$1,896.2 | \$1,857.1 | -2.1%                 | 7                |
| Gross Taxable Room Rents                     | \$6,145   | \$7,462   | \$7,518   | \$7,838   | \$7,566   |           | \$8,267   | 9.3%                  | 12               |
| Transient Room Tax                           | \$184.4   | \$223.9   | \$225.5   | \$235.2   | \$227.0   |           | \$248.0   | 9.3%                  | 12               |
| Restaurant Tax                               | \$464.5   | \$516.7   | \$581.4   | \$575.4   | \$601.7   |           | \$636.2   | 5.7%                  | 7                |
| Car Rental Tax                               | --        | --        | --        | --        | --        |           | --        | --                    | --               |
| Gross Taxable Retail Sales (million)         | \$739.0   | \$815.7   | \$877.5   | \$881.7   | \$936.5   |           | \$991.9   | 5.9%                  | 6                |
| <b>REGIONAL VISITATION COUNTS</b>            |           |           |           |           |           |           |           |                       |                  |
| SR-91 UT/ID Traffic Count                    | 2,106,050 | 2,244,750 | 2,272,855 | 2,261,175 | 2,273,950 |           | 2,345,125 | 3.1%                  |                  |
| SR-89 UT/ID Traffic Count                    | 669,775   | 753,725   | 784,750   | 870,525   | 870,525   |           | 846,800   | -2.7%                 |                  |
| Bear Lake (3 Locations)                      | 194,201   | 277,616   | 277,541   | 289,349   | 311,374   |           | 310,175   | -0.4%                 |                  |
| Willard Bay S.P.                             | 276,059   | 300,702   | 307,114   | 340,580   | 302,189   |           | 308,206   | 2.0%                  |                  |
| Hyrum S.P.                                   | 48,910    | 54,383    | 67,238    | 74,207    | 75,000    |           | 76,319    | 1.8%                  |                  |

| Land Ownership - 1999         | No. of Acres   | % Total       |
|-------------------------------|----------------|---------------|
| <b>Total Acres in County</b>  | <b>747,735</b> | <b>100.0%</b> |
| <b>Federal Government</b>     | <b>278,308</b> | <b>37.2%</b>  |
| BLM                           | 52             | 0.0%          |
| US Forest Service             | 223,674        | 29.9%         |
| National Recreation Areas     | --             | --            |
| National Parks                | --             | --            |
| National Wildlife Refuge      | --             | --            |
| USFS & BLM Wilderness Area    | 54,582         | 7.3%          |
| Other*                        | 215,411        | 28.8%         |
| <b>State Government</b>       | <b>35,077</b>  | <b>4.7%</b>   |
| Utah State Parks & Recreation | 315            | 0.0%          |
| Utah State Wildlife Reserves  | 16,885         | 2.3%          |
| State Trust Lands             | 17,876         | 2.4%          |
| <b>American Indian</b>        | <b>--</b>      | <b>--</b>     |
| <b>Private**</b>              | <b>434,350</b> | <b>58.1%</b>  |

\*Includes Military and Bankhead Jones land

\*\*May include some local government land

**Land Ownership - 1999**



# Cache County Tourism Profile

